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CURRENT SERIAL RECORDS

CONSUMER PURCHASES OF

CITRUS

• **Fruit**

• **Juices**

• **Drinks**

AND OTHER PRODUCTS

CPFJ-150

U. S. DEPARTMENT OF AGRICULTURE

Economic Research Service in Cooperation

with the Florida Citrus Commission

PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, frozen concentrated fruit drinks, chilled orange juice, canned single-strength juices, canned single-strength fruit drinks, canned and chilled citrus salads and sections, and fresh oranges and grapefruit. Beginning with July 1963, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 7,500 household consumers. Estimates were based on a sample of about 6,000 households from 1954 through 1960, and on about 10,000 households from 1961 to June 1963.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

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Based on data collected for the Florida Citrus Commission by the
Market Research Corporation of America

April 1964

X
CONSUMER PURCHASES OF CITRUS FRUIT, JUICES,
DRINKS, AND OTHER PRODUCTS
JANUARY, 1964 X

By /Clive E. /Johnson /
Marketing Economics Division
Economic Research Service

Data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases made for hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons. Expenditures are computed from prices paid for the most prevalent size of container.

HIGHLIGHTS

Household purchases of frozen concentrated juices, single-strength juices, and canned single-strength fruit drinks totaled 17.9 million cases (single-strength equivalent) in January, 1964. This was a 9 percent decline compared with the same month of 1963.

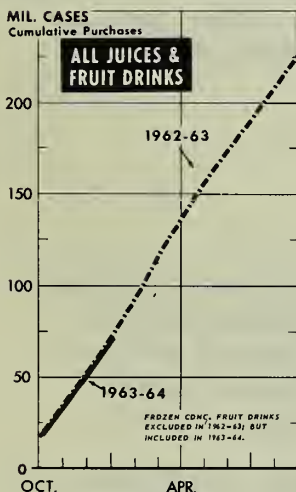
In addition to the above, consumers bought 1.6 million cases of frozen concentrated fruit drinks. Comparable data for these products are not available for a year earlier.

Prices paid for juices and canned fruit drinks, (excluding the frozen drinks) averaged 5.3 cents per 6-ounce serving, up 13 percent from a year earlier. Hence, despite the decline in purchases, consumer expenditures totaled 4 percent more than last January.

Purchases of prune juice, in contrast to the overall decline, were up 24 percent from a year earlier to establish new highs in sales volumes and revenues. Sales and expenditures for canned fruit drinks also were up about a fourth.

On the other hand, movement of other processed products declined 4 to 42 percent. Citrus items, still in short supply following the December 1962 freeze, experienced the greatest loss in sales.

Purchases of frozen concentrated orange juice were off 33 percent from January 1963; chilled orange juice, off 24 percent; canned orange juice, off 42 percent; and canned grapefruit juice, off 21 percent.



Consumers spent more for canned grapefruit juice than a year earlier, but the outlay for the 3 orange juices was down 13 percent or \$3.9 million.

Purchases of frozen concentrated juices other than orange, and of canned noncitrus juices other than prune, were off about 4 percent from January 1963.

Accumulated purchases of juices and canned fruit drinks in October-January -- the first 4 months of the 1963-64 reporting year -- were down 14 percent compared with the same months of 1962-63. (See figure in margin.) Nevertheless, cumulative expenditures were up moderately because of higher prices.

Purchases of fresh oranges increased 56 percent over January 1963. However, the relative gain in sales revenues was not as great since prices were down 15 percent. On the other hand, prices paid for fresh grapefruit were up moderately; purchases were up 40 percent; and consumer expenditures were up 46 percent.

Movement of canned grapefruit sections and chilled citrus salads and sections in retail food stores were down about a fourth from last January. Because of higher prices, however, declines in expenditures were more moderate.

FROZEN CONCENTRATED JUICES

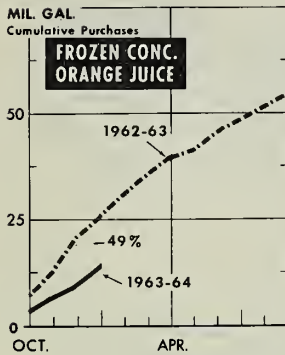
Gain in Use of FCOJ over December Smaller Than Usual

The December-January rise in consumer purchases of frozen concentrated orange juice was smaller than usual and January sales were off 34 percent from a year earlier. Consumer expenditures also were down despite higher prices. ^{1/} (See tables 1, and 18 and figures 7-9.)

The slower movement and higher prices were associated with short supplies resulting from the December 1962 freeze that damaged or destroyed many citrus trees in

^{1/} Monthly and cumulative purchases and expenditures for all products are for 4-week (28 days) periods to facilitate comparisons. Totals by seasons are for 48 weeks. Cases are the equivalent of 24 No. 2 cans ... 432 ounces per case, except 480 ounces for canned grapefruit sections. Expenditures are based on prices paid for usual unit of purchase shown in table 18. In computing purchases on a single-strength equivalent basis, frozen concentrated fruit juices and frozen concentrated orange drink were converted at 4 to 1; other frozen concentrated fruit drinks were converted at 4.7 to 1. Because of the inclusion of frozen concentrated fruit drinks, data on total purchases and share of market are not comparable with those published through September 1963.

Florida where most citrus products are produced. Freezes also occurred in 1957, but current purchases and expenditures are below those reported for January, 1958. (See table 1A.)



Frozen concentrated orange juice claimed 21 percent of the household market for juices and fruit drinks in January, approximately half the share it had during the 4 months preceding the freeze.

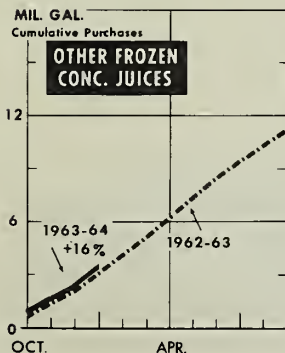
The loss of market reflected fewer buyers and a smaller average size of purchase. Only 21 percent of families bought compared with 28 percent last January; the size of purchase was down 14 percent to 6 cans per buying family. Both facets of sales were below levels that prevailed from the early 1950's through mid-1963.

Prices paid for the concentrate averaged 27.3 cents per 6-ounce can. This compared with 21.3 cents in January 1963 and 28.2 cents last August, when prices were the highest recorded in this 15-year series.

The average buyer spent \$1.64 for frozen concentrated orange juice in January. Although up 10 percent from a year-earlier, this was the smallest family expenditure recorded since April 1963. As fewer families bought, total consumer outlay was down 14 percent from last January. (See tables 15-17.)

Accumulated expenditures for October-January, the first 4 months of the 1963-64 reporting year, were down 17 percent or \$15.4 million from corresponding months a year earlier. Cumulative purchases were off 49 percent -- 12.5 million gallons -- from October-January 1962-63 when movement was the heaviest recorded. (See figure in margin.)

Use of Other Frozen Concentrated Juices Up Sharply From December



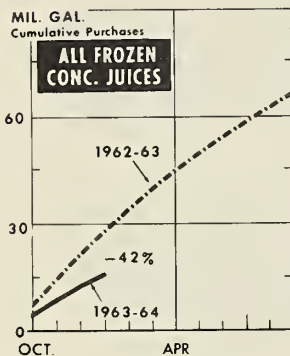
January purchases of all other frozen concentrated juices such as grape, grapefruit, pineapple, tangerine, and citrus blends were up 35 percent -- 256,000 gallons -- from December. Both the relative and absolute gains were greater than those reported for frozen concentrated orange juice. (See tables 8 and 14.)

Despite the increase over December, sales of other frozen concentrated juices were off moderately from January 1963 when movement began accelerating with the rise in retail prices of citrus juices. October-January cumulative purchases were up 16 percent, or 470,000 cases, from corresponding months of 1962-63. (See figure in margin.)

Prices paid for other frozen concentrated juices averaged 21.3 cents per 6-ounce can in January. This represented an advance of 17 percent over January 1963 and about the highest price reported since that time.

The average buyer spent \$1.03 for these juices, substantially less than paid for frozen concentrated orange juice. Total consumer expenditures for other frozen juices in January were up 12 percent, and October-January cumulative expenditures were up 35 percent from corresponding periods of 1962-63.

Use of Total Frozen Concentrated Juices Down From January 1963



Household purchases of total frozen concentrated juices, although up seasonally from December, were only three-fourths as great as in January 1963 when frozen concentrated orange juice, the dominant product, was still being bought rather freely. (See tables 14, 17, and 18, and figures 7-9.)

Frozen concentrated juices accounted for 27 percent of all juices and fruit drinks used in homes in January and for 33 percent of the consumer juice and drink dollar. In comparison, canned single-strength fruit drinks represented 26 percent of the volume, and 21 percent of the expenditures; canned single-strength juices accounted for 36 percent of the volume and 34 percent of the outlay.

Prices paid for frozen concentrated juices averaged 26 cents per 6-ounce can, an advance of 25 percent over the preceding January. A 6-ounce serving cost 6.5 cents compared with 4.9 cents for canned single-strength juices and 4 cents for fruit drinks.

Despite higher prices, consumer expenditures in January, as well as October-January cumulative expenditures, were down about 10 percent from corresponding months of 1962-63. Cumulative purchases were off 42 percent or 12 million gallons.

FROZEN CONCENTRATED FRUIT DRINKS

Sales of Frozen Concentrated Orange Drink Rise Substantially

Purchases and expenditures for frozen concentrated orange drink increased substantially over December in contrast to the small gains reported for frozen concentrated orange juice. Comparable data for the frozen drink are not available for a year earlier. (See table 7.)

January purchases were up 58 percent (210,000 gallons) from December -- a result of the increase in number of buyers from 3 to 5 percent of the Nation's families. The highest proportion of users recorded in the 10 months data are available was in August when 6 percent of families bought.

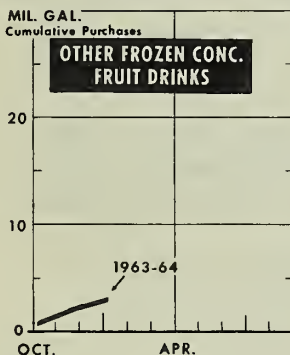


Frozen orange drink had 3.5 percent of the household market in January compared with 2.3 percent for canned orange juice; 3.3 percent for chilled orange juice; and 21 percent for frozen concentrated orange juice. ^{2/}

Retail prices at 17.6 cents per 6-ounce can in January were up as much as 20 percent from the summer months. Buying family expenditures averaged 79 cents, less than spent for most competing products. Total consumer outlay in January was within 10 percent of the amount spent in August, when purchases were the highest recorded. (See tables 15-17.)

Moderate Gains Reported for Other Frozen Concentrated Fruit Drinks

Purchases of all other frozen concentrated fruit drinks such as grape, lemonade, orange-banana and a host of other flavors and blends, increased 13 percent over December. Both relative and absolute gains were smaller than those recorded for frozen orange drink. (See table 7.)



The heavier movement resulted from a greater number of buyers, since the average size of purchase held about the same. Comparable data are not available for a year earlier.

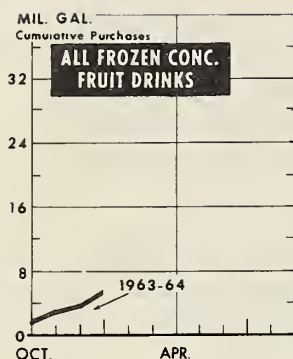
Retail prices were up moderately from December to 14.3 cents per 6-ounce can, the highest recorded in the 10 months data are available. Nevertheless, these continued to be the least expensive products reported. ^{3/} (See tables 15 and 17.)

Frozen Concentrated Fruit Drinks Hold 8 Percent of Household Market

The total quantity of frozen concentrated fruit drinks bought for consumption in homes in January was substantially greater than in the preceding month. They ac-

^{2/} Purchases of frozen concentrated orange drink were converted to single-strength equivalent at 4 to 1 in computing share of market and cost per serving.

^{3/} Purchases were converted to single-strength equivalent at 4.7 to 1 in computing share of market and cost per serving. This is an approximation since concentrations vary widely, and purchases of individual products, which may fluctuate sharply by season, are not known.



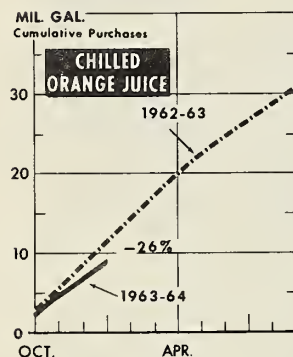
counted for 8 percent of the January market for juices and fruit drinks. In the 10 months of available data, the share of market held by frozen fruit drinks ranged from 7 percent in December to 26 percent in July. (See tables 7 and 14 and figures 7 and 9.)

Prices paid in January averaged 15.9 cents per 6-ounce can, the highest recorded for the product group. These products accounted for about 6 percent of total consumer expenditures for juices and drinks.

SINGLE-STRENGTH JUICES

Family Purchases of Chilled Orange Juice Drop to New Low

Purchases of chilled orange juice were up moderately from December, but even so, retail sales remained below levels of the 2 preceding years. Consumer expenditures also were down from a year earlier. (See figures 2 and 7-9.)



Purchases were off 24 percent -- 687,000 gallons -- from January 1963 when movement was the heaviest recorded for the month. The slow-down was attributed to a decline in number of buyers from 6.4 to 5.4 percent of the Nation's families, coupled with the smallest family purchase (2.9 quarts) recorded in this 6-year series.

Prices paid for chilled orange juice averaged 47.9 cents per quart. Although down a little from the November peak, January prices were 20 percent higher than a year earlier.

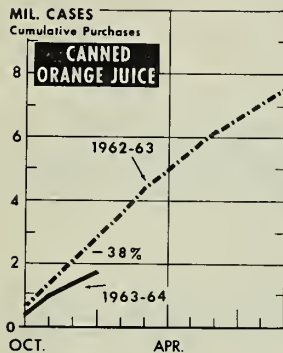
Buying family expenditures were up moderately from last January to \$1.37, an amount second only to frozen concentrated orange juice. But, as fewer families bought, total consumer expenditures were off 8 percent.

Chilled orange juice represented only 3 percent of the volume of juices and fruit drinks purchased in January. Nonetheless, because it was more expensive than competitors, it accounted for 6 percent of total outlay for juices and drinks (See tables 15-17.)

October-January cumulative purchases were down 26 percent -- 3 million gallons -- in comparison with corresponding months 1962-63. (See figure in margin.) Because of higher prices, however, cumulative expenditures were off only 6 percent.

Prices Paid for Canned Orange Juice Reach New High

In contrast to some easing in prices paid for frozen concentrated and chilled orange juices, the retail price of canned single-strength orange juice rose to a new high in January. The usual December-January increase in purchases failed to occur as movement held at the same low level it has been since mid-1963. (See figures 3, and 7-9.)



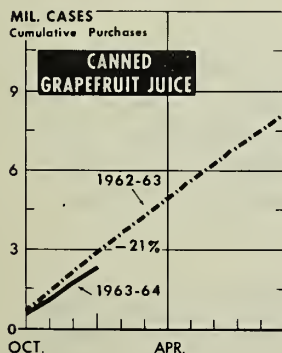
Retail sales were down 42 percent -- 326,000 cases -- in comparison with January 1963, and were down 49 percent from the 1957-61 average for the month. Only 4.4 percent of the Nation's families served the product compared with 6.6 percent last January. This loss of market was further aggravated by a sharp decline in the average size of purchase.

Retail prices were up 53 percent to 56 cents per 46-ounce can. This was equivalent to 7.3 cents per 6-ounce serving, 0.5 cent more than paid for frozen concentrated orange juice -- the reverse of the pattern of the past year.

Buying family expenditures averaged 97 cents, a new high that was as much as 33 percent above levels of the preceding year. Nevertheless, since fewer families bought total consumer outlay was down 11 percent. (See tables 15-17.)

October-January cumulative expenditures were off 7 percent from the same months of 1962-63 compared with a decline of 38 percent (1.1 million gallons) in cumulative purchases.

Expenditures for Grapefruit Juice Remain on Upturn



Purchases of canned single-strength grapefruit juice were comparatively slow in January, as they have been for several months. However, as prices reached a new high, consumers spent more for the product than a year earlier. (See figures 4 and 7-9.)

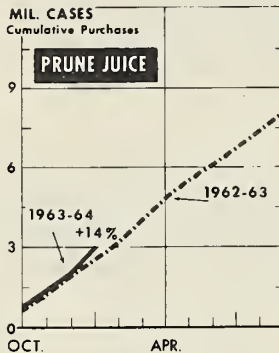
January purchases were off about one-fifth -- 151,000 cases -- from a year earlier and the 1957-61 average for the month. Only 4.5 percent of the Nation's families bought compared with 5.8 percent last January.

Retail prices were up 31 percent from January 1963 to 38.9 cents per 46-ounce can. This was a continuation of the uptrend that began after the December 1962 freeze. (See tables 15-17.)

A typical buyer spent 84 cents for grapefruit juice, a third more than a year earlier. Total consumer expenditures in January were 4 percent, and October-January cumulative expenditures were 11 percent greater than reported for corresponding months of 1962-63. In contrast, cumulative purchases were down 21 percent or 616,000 cases. (See figure in margin.)

Prune Juice Continues Record Pace

A greater number of buyers in January, together with a larger size of purchase, brought about new highs in consumer purchases and expenditures for prune juice. (See figures 5 and 7-9.)



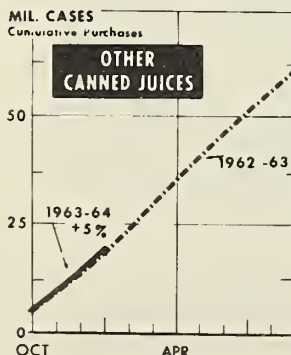
Retail sales were up 24 percent -- 163,000 cases -- from January 1963, and up 14 percent from April 1963, the previous high month.

About 8.4 percent of the Nation's housewives served prune juice in January -- the largest proportion reported for any month in this 15-year series. In addition, the size of purchase, 2.4 quarts per buying family, also was on the heavy side.

Prices paid for prune juice were down 2 cents from last January to a 5-year low of 40.7 cents per quart. Even so, this was the second most expensive product reported. Expenditures per buying family (\$1.00) were about the same as a year earlier; but because more families bought, total consumer outlay was up 18 percent to \$4.7 million. (See tables 15-17.)

October-January accumulated purchases were 14 percent-- 360,000 cases -- above the same months of 1962-63. Cumulative expenditures did not rise as much, relatively, because prices averaged lower. (See figure in margin.)

Sales of Other Canned Juices Off Moderately



Household purchases of all other canned single-strength juices -- including apple, grape, pineapple, tomato and citrus blends -- were off moderately in comparison with January 1963. Movement was up from December, but the gain was only half as great as a year earlier. (See table 8.)

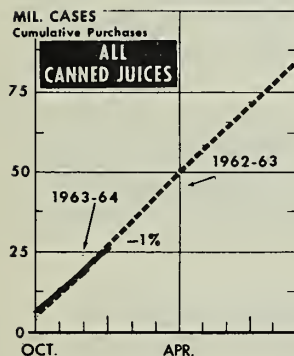
This group of products accounted for 26 percent of all juices and fruit drinks used in homes during the month. In comparison, total frozen concentrated juices accounted for 27 percent of the market.

Prices paid for other canned juices averaged 32 cents per 46-ounce can, an advance of 7 percent over January, a year earlier. This was equivalent to 4.2 cents per 6-ounce serving. Except for "other" frozen concentrated fruit drinks, these were among the least expensive products reported. (See tables 15-17.)

Expenditures for other canned juices averaged 75 cents among the 37 percent of families that bought in January. (Comparable data are not available for a year earlier.) Since the rise in price was greater than the decline in purchases, the total amount spent by all consumers, \$15.3 million, was up a little from a year earlier.

Cumulative purchases for October-January were 5 percent -- 1 million cases -- above corresponding months of 1962-63. Cumulative expenditures were up 10 percent, or \$5.5 million.

Use of Total Canned Juices Down From Year Earlier



Purchases of all canned single-strength juices were up from December as expected, but the gain was less than half as great as a year earlier. Consequently, retail movement in January was off 7 percent -- 548,000 cases -- from the same month of 1963. (See table 10 and figures 7-9.)

About 44 percent of the Nation's families bought canned juices in January compared with 46 percent a year-earlier and 48 percent 2 years earlier. Moreover, the average size of purchase was small compared with last January and most months since that time.

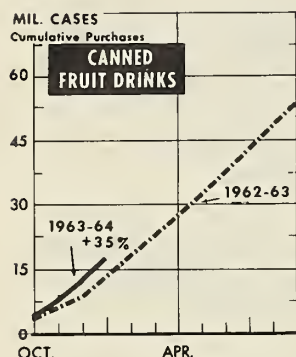
Prices paid for canned juices averaged 37.4 cents per 46-ounce can, 12 percent more than a year earlier. In comparison, the price of canned single-strength fruit drinks was up 6 percent, and frozen concentrated juices were up 25 percent.

Despite the decline in purchases, expenditures per buying family (99 cents) as well as total expenditures for all families (\$24.5 million) were moderately greater than a year earlier. Further, October-January cumulative expenditures were up 8 percent despite a slight decrease in cumulative purchases.

CANNED SINGLE-STRENGTH FRUIT DRINKS

Market for Canned Fruit Drinks Continues to Gain Strength

The number of families buying canned single-strength fruit drinks in January, the quantity purchased, and the amount spent for these products were the largest yet reported for the cooler months of the year. (See tables 11 and 14, and figures 7-9.)



Retail sales were up 22 percent (918,000 cases) from a year earlier and 44 percent from 2 years earlier. Purchases were equivalent to 26 percent of all juices and fruit drinks used in homes, about the same as reported for frozen concentrated juices.

About 25 percent of the Nation's families served canned fruit drinks in January, compared with 22 percent a year earlier. In addition to this gain in market, the size of purchase was up moderately to average 3.4 cans per buying family.

Prices paid for canned fruit drinks advanced 6 percent over January 1963 to 32.1 cents per 46-ounce can. This amounted to 4.2 cents per 6-ounce serving, compared with 3.6 cents for frozen concentrated fruit drinks.

Buying families expenditures were up 11 percent from last January, to reach a new high of \$1.09. Inasmuch as the number of buyers also increased, total consumer outlay was up 29 percent or \$3.4 million. (See tables 15-17.)

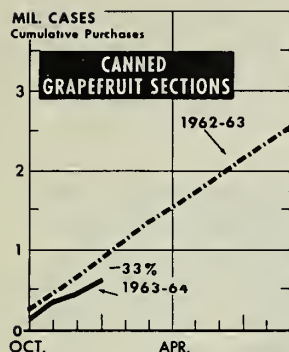
October-January cumulative purchases were 35 percent -- 4.7 million cases -- ahead of corresponding months of 1962-63. (See figure in margin.) Cumulative expenditures were up 41 percent or \$15.7 million. Contrasted to this, the outlay for frozen concentrated orange juice was down \$15.4 million.

CITRUS SALADS AND SECTIONS

Movement of Canned Grapefruit Sections Continues Slow Pace

January retail movement of canned grapefruit sections was up sharply from December when sales were the slowest recorded in this series begun in 1956. Even so, purchases were off 28 percent -- 64,000 cases -- from a year earlier and were off 33 percent from the 1957-61 average for the month. (See figures 6-9.)

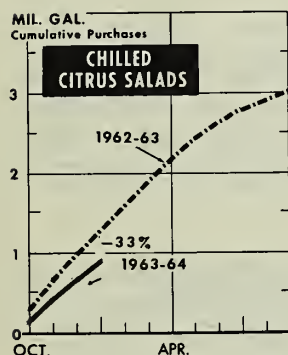
The decline in market from last January was due to a loss in number of buyers together with a smaller size of purchase.



Retail prices were down slightly from December to 26.9 cents per No. 303 can, to check the upturn that had been in progress for more than a year. Expenditures per buying family (77 cents) were moderately greater than a year earlier, but total consumer outlay was down 9 percent as fewer families bought. (See tables 15-17.)

Cumulative purchases of grapefruit sections in the first 4 months of the 1963-64 reporting year were off a third -- 295,000 cases -- from the corresponding period of 1962-63. (See figure in margin.) And despite higher prices, cumulative expenditures were down 12 percent.

Fewer Families Buy Chilled Citrus Salads and Sections



January purchases of chilled citrus salads and sections were down 25 percent -- 73,000 gallons -- in comparison with a year earlier. October-January cumulative purchases were off 33 percent -- 432,000 gallons -- from the same months of 1962-63.

Only 1.2 percent of families bought citrus salads in January compared with 1.7 percent a year earlier. Part of this loss, however, was offset by a larger size of purchase. (See table 9.)

Prices paid were up 17 percent to 76.1 cents per quart. The average buyer spent \$1.06 for chilled sections, substantially more than last January. Nonetheless, as fewer families bought, total consumer expenditures were down from 1962-63. (See tables 16 and 17.)

FRESH ORANGES AND GRAPEFRUIT

Retail Sales of Oranges Up Substantially

More buyers, larger purchases and greater expenditures characterized the household market for fresh oranges in January. (See table 12, and figures 7-9.) Indicated production of oranges and grapefruit is below year-earlier levels as a result of carryover effects of the freeze in December 1962. Nevertheless, prices paid for oranges in January were down from a year earlier.

Purchases were up 56 percent -- 15.3 million dozen -- from January 1963. The gain was attributed to an increase in number of buyers from 32 to 39 percent of the Nation's

families, augmented by an increase in size of purchase from 19 to 23 oranges per buying family.

Prices paid for oranges in retail food outlets were down 15 percent from a year earlier to 58 cents per dozen. Contrasted to this, fresh grapefruit and most of the processed products were more expensive.

A typical buyer spent \$1.12 for oranges, moderately more than a year earlier. As the number of buyers also increased, the total amount spent by all consumers was up a third to \$24.5 million. This amount was a little greater than the combined expenditures for frozen concentrated orange juice and chilled orange juice. (See tables 16 and 17.)

October-January cumulative purchases were 8 percent -- 9.1 million dozen -- ahead of corresponding months of 1962-63. Prices averaged higher, and cumulative expenditures were up 13 percent or \$7.9 million.

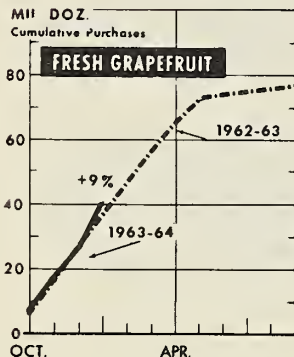
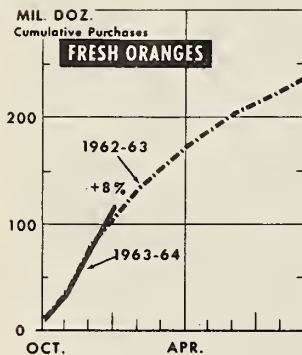
Market for Fresh Grapefruit on Upturn

An increase in the number of families buying fresh grapefruit, together with a larger size of purchase and higher prices resulted in substantial gains in retail sales and revenues over both the preceding month and a year earlier. (See table 13 and figures 7-9.)

January purchases were up 40 percent -- 3.7 million dozen -- from the same month of 1963. Consumption averaged 10.2 grapefruit among the 27 percent of families that bought; a year earlier, purchases averaged 9.5 grapefruit with 21 percent of families buying.

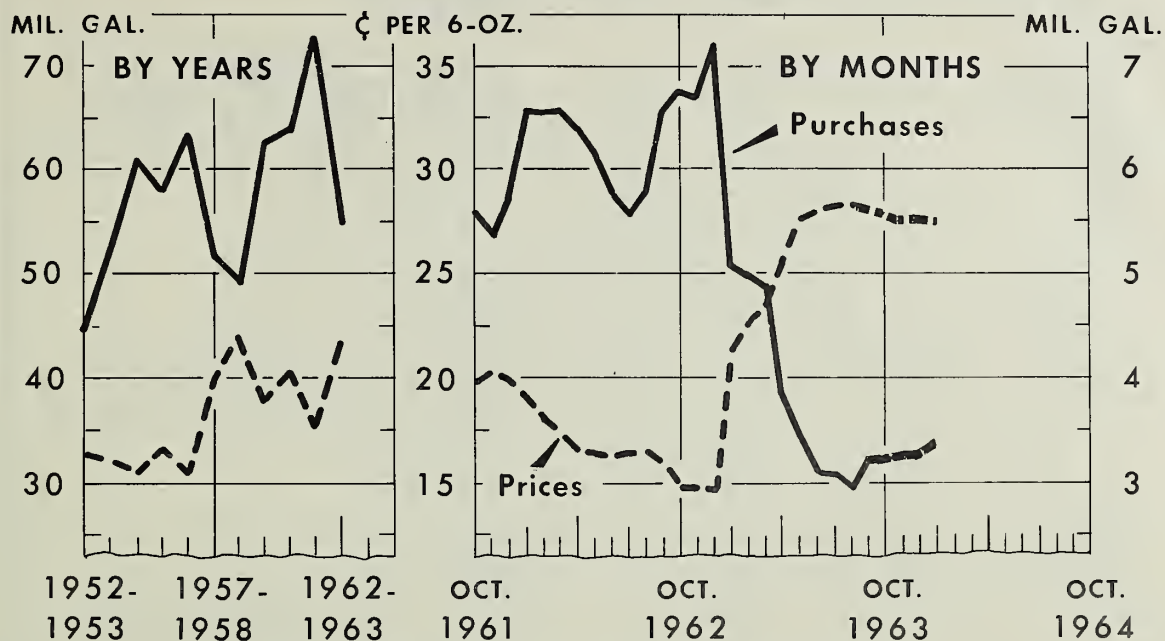
Retail prices of \$1.11 per dozen grapefruit were moderately higher than a year earlier. Since purchases and price were both up, buying family expenditures (94 cents) increased 12 percent and total consumer outlay increased 46 percent over corresponding periods of 1962-63. (See table 16 and 17.)

Cumulative purchases in the first 4 months of the 1963-64 reporting year were 9 percent -- 3.3 million dozen -- above corresponding months a year earlier. Cumulative expenditures were up 29 percent or \$10.2 million.



FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 1

NEG. ERS 2537

ECONOMIC RESEARCH SERVICE

Table 1.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 6-ounce can		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	gals.	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,111	6,719	3,238	31.5	20.5	50.0	36.4	19.7	15.9	27.7
Nov.	4,970	6,669	3,263	31.3	20.4	49.8	36.9	19.9	15.9	27.4
Dec.	4,996	7,215	3,240	32.7	20.3	51.5	36.4	19.6	15.7	27.8
Oct.-Dec.	15,077	20,603	9,741	---	---	---	---	---	---	---
Jan.	5,312	5,066	3,398	28.2	21.4	41.9	36.0	19.6	21.3	27.3
Feb.	5,207	4,983		28.5		40.7		19.6	22.6	
Mar.	5,172	4,855		28.2		40.2		19.6	23.2	
Jan.-Mar.	15,691	14,904		---		---		---	---	
Apr.	5,147	3,801		23.2		38.1		19.3	25.4	
May	4,941	3,393		21.7		36.3		19.3	27.5	
June	4,740	3,069		19.2		37.1		19.5	27.8	
Apr.-June	14,828	10,263		---		---		---	---	
July	4,601	3,049		19.3		36.6		19.6	28.1	
Aug.	4,580	2,931		18.8		36.1		19.8	28.2	
Sept.	5,111	3,222		20.2		36.9		19.6	28.0	
July-Sept.	14,292	9,202		---		---		---	---	
Season	59,888	54,972		---		---		19.6	21.7	

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

Table 1A.--FROZEN CONCENTRATED ORANGE JUICE IN FREEZE AND RECOVERY YEARS: Consumer purchases and expenditures, percentage of families buying, and average prices paid, October 1962 to date with comparisons 1/

Period 2/	Total purchases			Proportion of families buying			Purchases per buying family			Prices paid per 6-ounce can			Per buying family			Expenditures		
	1957-	1962-	Change	1957-	1962-	Difference	1957-	1962-	Change	1957-	1962-	Change	1957-	1962-	Change	1957-	1962-	Change
	1958	1963		1958	1963		1958	1963		1958	1963		1958	1963		1958	1963	
	1,000	1,000		Pct.	Pct.	points	Oz.	Oz.		Cents	Cents		Dol.	Dol.		1,000	1,000	
	gals.	gals.														dols.	dols.	
October	5,851	6,719	+14.8	30.9	31.5	+ .6	49	50		15.2	15.9	+4.6	1.24	1.32	+6.5	18,973	22,790	+20.1
November	5,770	6,669	+15.6	31.2	31.3	+ .1	46	50		15.4	15.9	+3.2	1.18	1.32	+11.9	18,956	22,621	+19.3
December	5,288	7,215	+36.4	29.3	32.7	+3.4	45	52		15.9	15.7	-1.3	1.19	1.35	+13.4	17,937	24,165	+34.7
January	4,626	5,066	+9.5	27.9	28.2	+ .3	42	42		18.9	21.3	+12.7	1.34	1.49	+11.2	18,652	23,020	+23.4
February	4,423	4,983	+12.7	28.0	28.5	+ .5	41	41		20.3	22.6	+11.3	1.38	1.53	+10.9	19,154	24,024	+25.4
March	4,360	4,855	+11.4	26.7	28.2	+1.5	41	40		21.2	23.2	+9.4	1.45	1.55	+6.9	19,719	24,029	+21.9
April	3,992	3,801	-4.8	25.2	23.2	-2.0	40	38		22.2	25.4	+14.4	1.47	1.61	+9.5	18,906	20,596	+8.9
May	3,915	3,393	-13.3	24.2	21.7	-2.5	42	36		22.5	27.5	+22.2	1.56	1.66	+6.4	18,792	19,905	+5.9
June	3,320	3,069	-7.6	23.5	19.2	-4.3	35	37		23.9	27.8	+16.3	1.41	1.72	+22.0	16,927	18,201	+7.5
July	3,284	3,049	-7.2	22.9	19.3	-3.6	36	37		24.2	28.1	+16.1	1.46	1.71	+17.1	16,954	18,277	+7.8
August	3,267	2,931	-10.3	23.0	18.8	-4.2	36	36		24.6	28.2	+14.6	1.46	1.70	+16.4	17,145	17,633	+2.8
September	3,490	3,222	-7.7	24.0	20.2	-3.8	36	37		24.7	28.0	+13.4	1.50	1.72	+14.7	18,390	19,246	+4.7
Season 3/	51,586	54,972	+6.6	---	---	---	--	--		20.0	21.7	+8.5	---	---	---	220,505	254,507	+15.4
October	1958- 1959	1963- 1964		1958- 1959	1963- 1964		1958- 1959	1963- 1964		1958- 1959	1963- 1964		1958- 1959	1963- 1964		1958- 1959	1963- 1964	
November	3,743	3,238	-13.5	24.4	20.5	-3.9	38	36		24.8	27.7	+11.7	1.58	1.68	+6.3	19,803	19,134	-3.4
December	3,646	3,263	-10.5	24.1	20.4	-3.7	37	37		25.0	27.4	+9.6	1.56	1.69	+8.3	19,445	19,073	-1.9
January	3,276	3,240	-1.1	22.4	20.3	-2.1	37	36		25.5	27.8	+9.0	1.58	1.69	+7.0	17,821	19,215	+7.8
February	4,364	3,398	-22.1	25.8	21.4	-4.4	41	36		22.0	27.3	+24.1	1.51	1.64	+8.6	20,481	19,790	-3.4
March	4,436	4,367		26.2			42			20.5			1.42			19,400		
April	4,448			25.8			43			20.2			1.45			19,168		
May	4,131			24.8			41			20.7			1.42			18,242		
June	4,066			25.9			40			21.3			1.41			18,476		
July	4,018			24.5			40			22.0			1.46			18,858		
August	3,971			24.5			41			22.3			1.53			18,891		
September	4,509			26.9			42			22.1			1.55			21,258		
Season 3/	48,975			---			--			22.1			---			230,755		

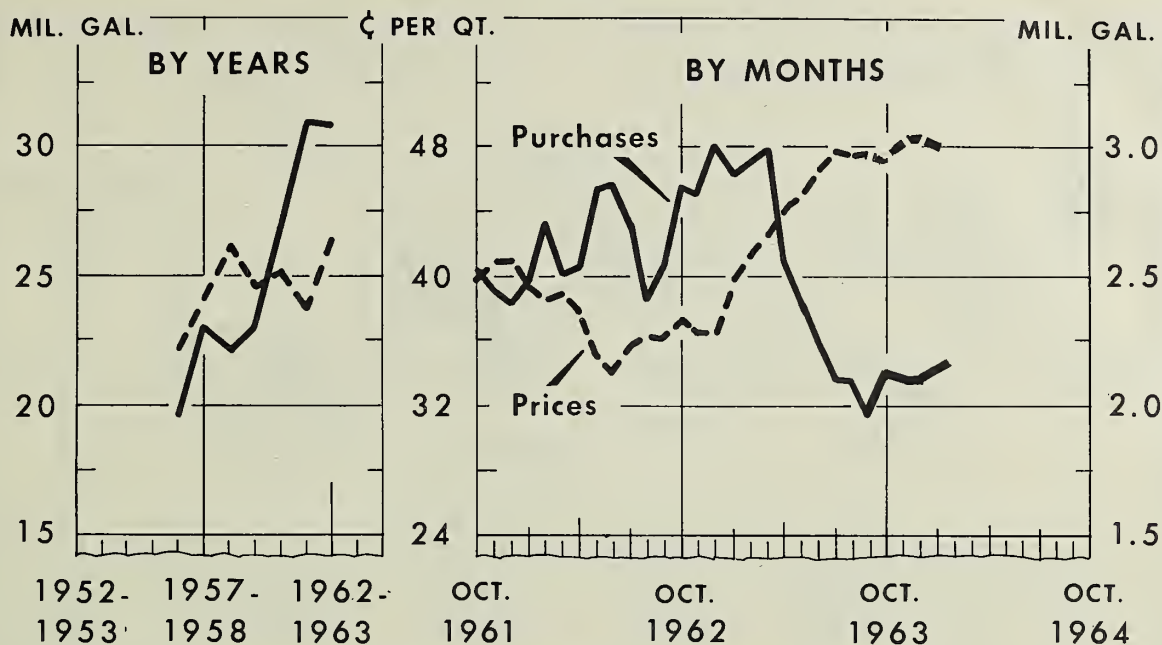
1/ Freezes occurred in December 1957 and December 1962. Tree and fruit losses in 1962 were the greatest for many years.

2/ Data are for 4-week periods to facilitate comparisons.

3/ 48-week periods.

CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 2

NEG. ERS 2538

ECONOMIC RESEARCH SERVICE

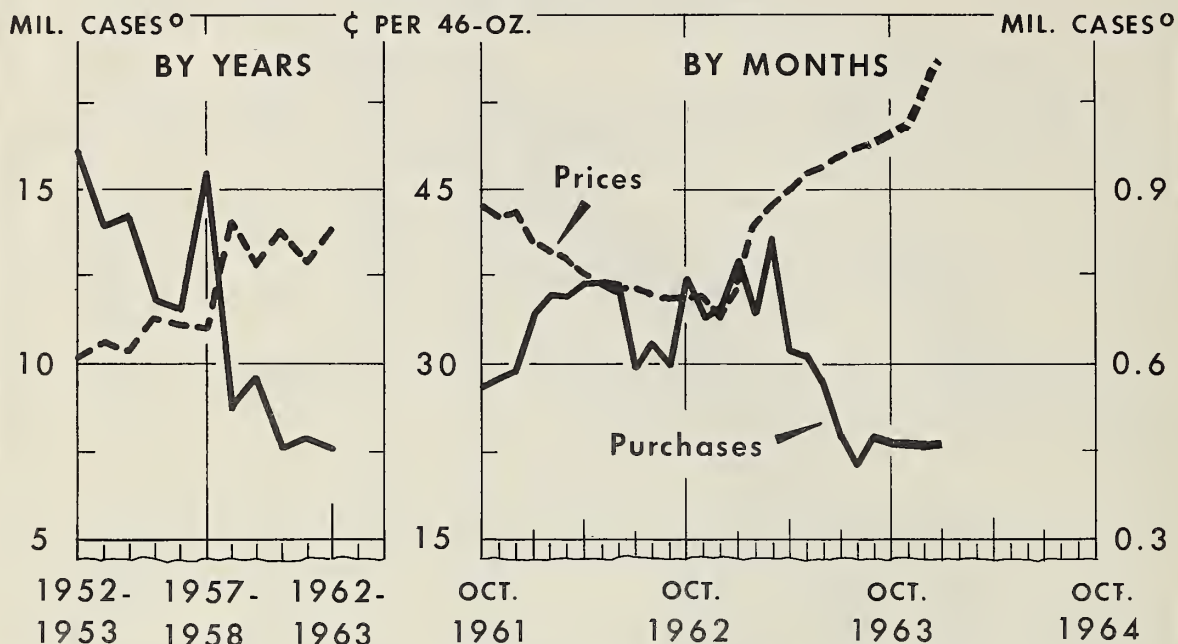
Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases	Proportion of families buying	Purchases per buying family	Prices paid per quart
	Average : 1962- : 1963- : 1964- : 1957-61	Percent : 1962- : 1963- : 1964- : 1963	Ounces : 1962- : 1963- : 1964- : 1963	Cents : 1962- : 1963- : 1964- : 1963
	gals. : 1,000 : 1,000 : 1,000 : 1,000	Percent : 6.0 : 5.1 : 6.2 : 6.3	Ounces : 111.7 : 97.5 : 106.7 : 111.4	Cents : 39.7 : 37.1 : 40.2 : 40.0
Oct.	1,950	6.0	111.7	39.7
Nov.	2,017	6.2	106.7	40.2
Dec.	1,911	6.3	111.4	40.0
Oct.-Dec.	5,878	---	---	---
Jan.	2,098	6.4	105.4	39.1
Feb.	2,288	6.5	105.1	38.7
Mar.	2,267	6.4	109.3	39.6
Jan.-Mar.	6,653	---	---	---
Apr.	2,239	5.6	106.5	39.3
May	2,339	5.5	100.4	38.7
June	2,291	5.4	96.6	38.3
Apr.-June	6,869	---	---	---
July	2,064	5.1	94.2	39.1
Aug.	1,901	4.9	98.4	39.6
Sept.	1,974	4.6	98.8	39.6
July-Sept.	5,939	---	---	---
Season	25,339	---	---	39.3

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

CANNED SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

\circ EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 3

NEG. ERS 2539 ECONOMIC RESEARCH SERVICE

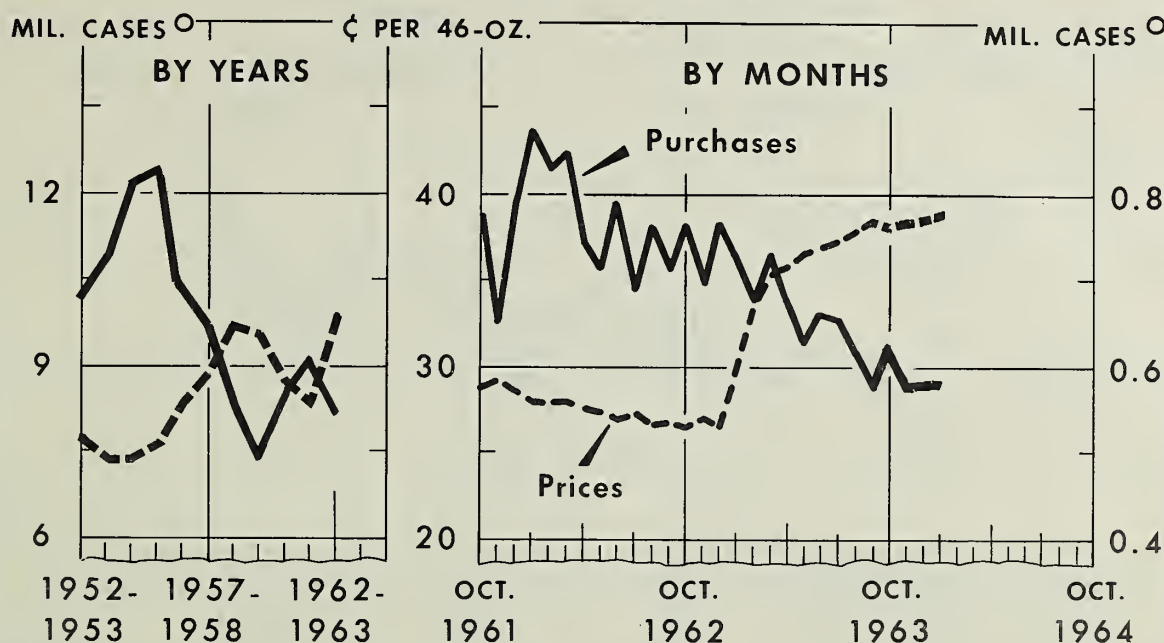
Table 3.--CANNED SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	852	749	455	6.3	4.5	94.3	78.5	37.8	35.5	50.2
Nov.	808	677	456	5.9	4.3	90.5	84.4	37.7	35.8	51.4
Dec.	754	699	450	6.0	4.4	92.3	79.3	38.1	34.0	53.7
Oct.-Dec.	2,414	2,125	1,361	---	---	---	---	---	---	---
Jan.	892	779	453	6.6	4.4	93.2	79.5	37.0	36.5	56.0
Feb.	909	680		6.7		80.3		37.5	41.8	
Mar.	915	823		6.9		93.8		37.5	43.5	
Jan.-Mar.	2,716	2,282		---		---		---	---	
Apr.	881	618		5.7		84.6		37.8	44.9	
May	838	611		5.3		90.4		37.9	46.4	
June	806	564		5.1		86.4		37.7	46.8	
Apr.-June	2,525	1,793		---		---		---	---	
July	764	467		4.7		77.1		38.5	47.7	
Aug.	708	421		4.2		78.9		39.0	48.5	
Sept.	709	474		4.6		80.7		39.9	48.9	
July-Sept.	2,181	1,362		---		---		---	---	
Season	9,836	7,562		---		---		38.0	41.7	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 432 ounces per case.

CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR. \circ EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 4

NEG. ERS 2540

ECONOMIC RESEARCH SERVICE

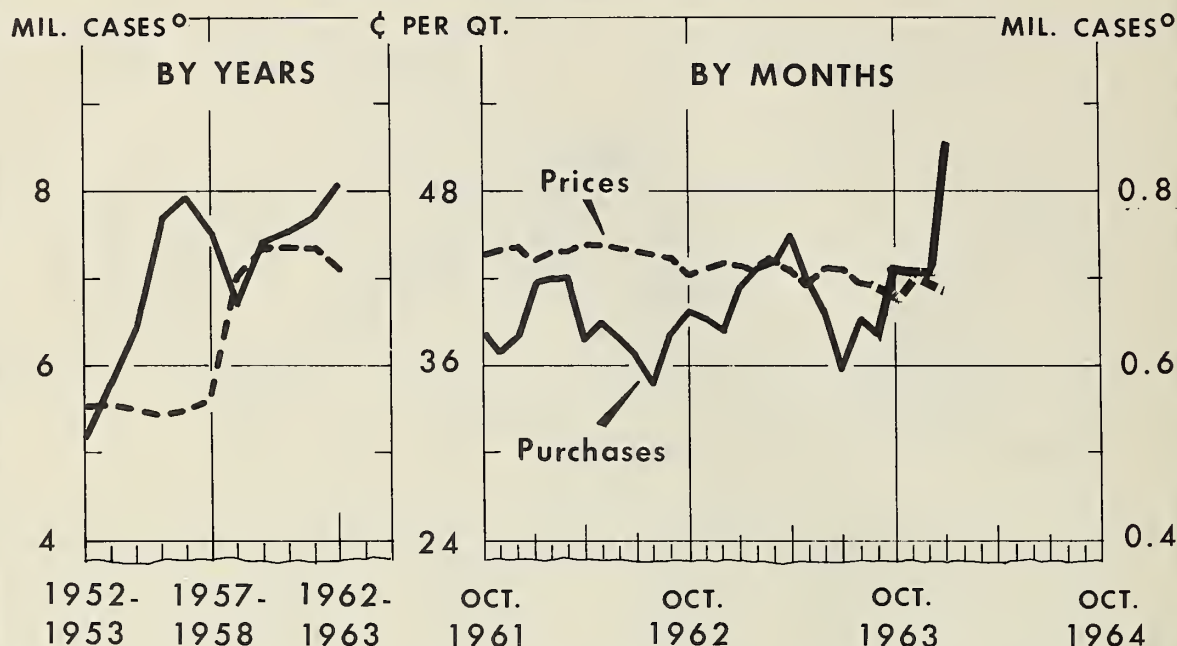
Table 4.--CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period $\frac{1}{2}$	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average : 1957-61	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	Average : 1957-61	1962-1963	1963-1964
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	772	765	620	5.8	4.9	104.4	97.2	30.3	26.6	37.9
Nov.	683	697	566	5.4	4.6	102.6	96.7	30.7	27.0	38.4
Dec.	643	765	576	5.4	4.7	111.0	95.1	30.4	26.4	38.3
Oct.-Dec.	2,098	2,227	1,762	---	---	---	---	---	---	---
Jan.	755	726	575	5.8	4.5	98.3	99.1	30.1	29.6	38.9
Feb.	715	674		5.7		93.0		30.4	33.5	
Mar.	738	728		5.9		97.8		30.1	35.3	
Jan.-Mar.	2,208	2,128		---		---		---	---	
Apr.	793	668		5.2		99.9		29.1	35.7	
May	781	621		5.0		97.8		28.9	36.5	
June	714	659		5.4		95.6		29.2	36.7	
Apr.-June	2,288	1,948		---		---		---	---	
July	632	652		5.1		99.6		30.3	37.1	
Aug.	683	606		4.5		103.8		29.9	37.7	
Sept.	663	568		4.8		92.9		30.3	38.5	
July-Sept.	1,978	1,826		---		---		---	---	
Season	8,572	8,129		---		---		30.0	33.1	

$\frac{1}{2}$ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans...432 ounces per case.

PRUNE JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

○ EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 5

NEG. ERS 2541

ECONOMIC RESEARCH SERVICE

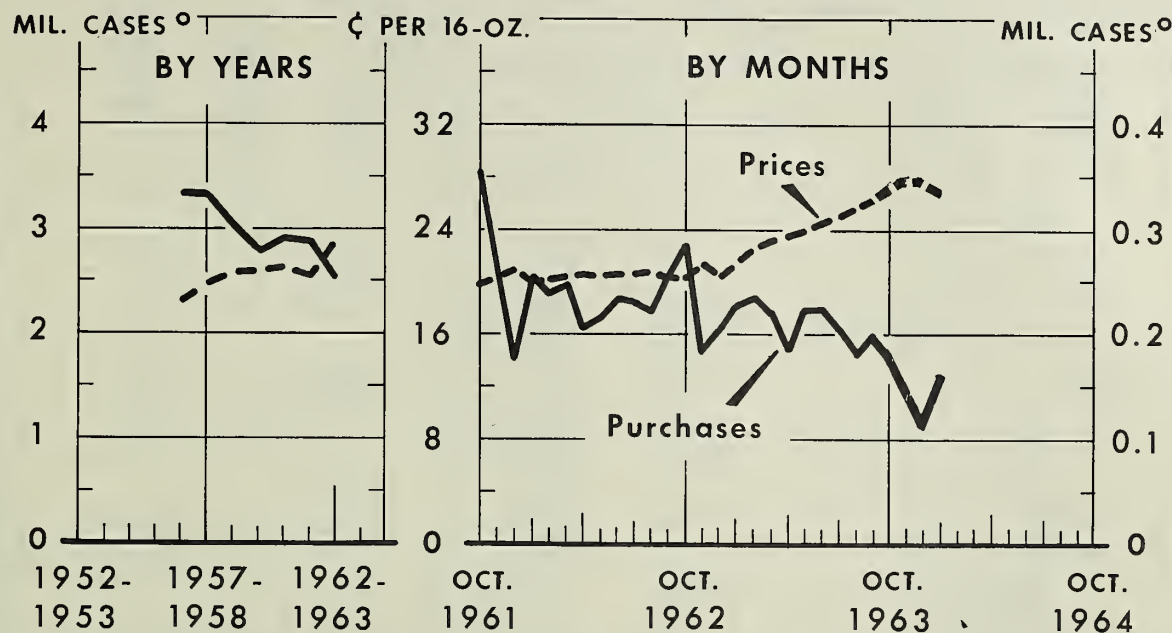
Table 5.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per quart		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	632	660	731	6.9	7.3	75.6	77.6	39.9	42.1	40.8
Nov.	598	652	708	6.9	7.2	74.6	76.1	40.5	42.5	42.0
Dec.	599	636	706	6.3	7.3	79.7	74.5	40.8	42.8	41.6
Oct.-Dec.	1,829	1,948	2,145	---	---	---	---	---	---	---
Jan.	652	693	856	7.1	8.4	76.8	78.3	40.9	42.7	40.7
Feb.	653	716		7.7		73.6		41.4	42.4	
Mar.	654	719		7.8		72.6		41.5	43.2	
Jan.-Mar.	1,959	2,128		---		---		---	---	
Apr.	602	749		8.1		72.8		41.7	42.3	
May	607	700		7.4		74.1		41.8	41.2	
June	600	659		7.1		72.3		41.7	42.4	
Apr.-June	1,809	2,108		---		---		---	---	
July	571	594		6.3		73.1		41.7	42.3	
Aug.	569	651		6.8		74.3		41.6	41.6	
Sept.	602	632		6.6		74.5		41.7	41.4	
July-Sept.	1,742	1,877		---		---		---	---	
Season	7,339	8,061		---		---		41.3	42.2	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 432 ounces per case.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR. \circ EQUIVALENT 24 NO. 2'S 480 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 6

NEG. ERS 2542

ECONOMIC RESEARCH SERVICE

Table 6.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per No. 303 can		
	Average : 1957-61	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	Average : 1957-61	1962-1963	1963-1964
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	311	285	183	4.5	3.2	55.0	49.4	20.0	20.1	27.0
Nov.	249	182	143	3.3	2.9	49.0	43.0	20.3	21.2	27.8
Dec.	192	201	111	3.3	2.4	54.1	39.8	20.5	20.3	27.6
Oct.-Dec.	752	668	437	---	---	---	---	---	---	---
Jan.	245	228	164	3.8	3.1	52.4	45.8	20.2	21.3	26.9
Feb.	239	233		3.8		53.0		20.2	22.5	
Mar.	225	219		3.9		48.4		20.4	22.9	
Jan.-Mar.	709	680		---		---		---	---	
Apr.	227	182		3.4		47.1		20.3	23.3	
May	233	223		3.9		49.2		20.4	23.8	
June	255	223		3.9		50.7		20.5	24.5	
Apr.-June	715	628		---		---		---	---	
July	264	204		3.4		51.4		20.7	24.7	
Aug.	253	179		3.1		50.7		20.4	25.6	
Sept.	284	200		3.3		52.6		20.4	26.1	
July-Sept.	801	583		---		---		---	---	
Season	2,977	2,559		---		---		20.4	22.9	

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 480 ounces per case.

Table 7.--FROZEN CONCENTRATED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, April 1963 to date

Period 1/	Orange						Other						Total					
	:Proportion:			Purchases:			:Proportion:			Purchases:			:Proportion:			Purchases:		
	Total :	of :	per :	Total :	of :	per :	Total :	of :	per :	Total :	of :	per :	Total :	of :	per :	Total :	of :	per :
	purchases:	families :	6-ounce :	purchases:	families :	6-ounce :	purchases:	families :	6-ounce :	purchases:	families :	6-ounce :	purchases:	families :	6-ounce :	purchases:	families :	6-ounce :
	buying :	buying :	can :	buying :	buying :	can :	buying :	buying :	can :	buying :	buying :	can :	buying :	buying :	can :	buying :	buying :	can :
	1,000	gals.	Cents	1,000	gals.	Cents	1,000	gals.	Cents	1,000	gals.	Cents	1,000	gals.	Cents	1,000	gals.	Cents
1963																		
April	423	3.3	29.9	1,035	3.3	12.5	1,458	3.3	12.5	1,458	3.3	12.5	1,458	3.3	12.5	1,458	3.3	12.5
May	523	4.8	25.2	1,996	4.8	11.8	2,519	4.8	11.8	2,519	4.8	11.8	2,519	4.8	11.8	2,519	4.8	11.8
June	602	5.6	25.0	3,021	5.6	11.8	3,623	5.6	11.8	3,623	5.6	11.8	3,623	5.6	11.8	3,623	5.6	11.8
Apr.-June	1,548	---	---	6,052	---	---	7,600	---	---	7,600	---	---	7,600	---	---	7,600	---	---
July	703	5.7	28.6	3,774	5.7	11.7	4,477	5.7	11.7	4,477	5.7	11.7	4,477	5.7	11.7	4,477	5.7	11.7
August	726	6.0	27.9	2,956	6.0	11.8	3,682	6.0	11.8	3,682	6.0	11.8	3,682	6.0	11.8	3,682	6.0	11.8
September	654	5.0	30.2	1,732	5.0	11.5	2,386	5.0	11.5	2,386	5.0	11.5	2,386	5.0	11.5	2,386	5.0	11.5
July-Sept.	2,083	---	---	8,462	---	---	10,545	---	---	10,545	---	---	10,545	---	---	10,545	---	---
1963-64																		
October	580	4.4	30.4	924	4.4	13.2	1,504	4.4	13.2	1,504	4.4	13.2	1,504	4.4	13.2	1,504	4.4	13.2
November	445	3.7	27.0	632	3.7	13.9	1,077	3.7	13.9	1,077	3.7	13.9	1,077	3.7	13.9	1,077	3.7	13.9
December	364	3.0	27.7	553	3.0	13.5	917	3.0	13.5	917	3.0	13.5	917	3.0	13.5	917	3.0	13.5
Oct.-Dec.	1,389	---	---	2,109	---	---	3,498	---	---	3,498	---	---	3,498	---	---	3,498	---	---
January	574	4.9	26.8	627	4.9	14.3	1,201	4.9	14.3	1,201	4.9	14.3	1,201	4.9	14.3	1,201	4.9	14.3
February																		
March																		
Jan.-Mar.																		
April																		
May																		
June																		
Apr.-June																		
July																		
August																		
September																		
July-Sept.																		
Season																		

1/ Data are for 28-day (4-week) periods to facilitate comparisons; hence, season includes only 48 weeks.

Table 8.--OTHER FROZEN CONCENTRATED AND CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date

Period 1/	Other frozen concentrated juices 2/				Other canned single-strength juices 3/					
	Purchases		Prices paid per 6-ounce can		Purchases		Proportion of families buying	Purchases per buying family	Prices paid per 46-ounce can	
	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1963-1964	1963-1964	1962-1963	1963-1964
	1,000 gals.	1,000 gals.	Cents	Cents	1,000 cases	1,000 cases	Percent	Ounces	Cents	Cents
Oct.	675	932	18.2	20.7	4,391	5,041	34.3	114.1	29.8	30.6
Nov.	643	853	18.2	21.2	4,535	4,619	34.1	103.6	29.9	31.5
Dec.	676	725	17.9	21.4	4,247	4,705	35.2	102.8	30.3	31.8
Oct.-Dec.	1,994	2,510			13,173	14,365				
Jan.	1,027	981	18.2	21.3	5,340	5,106	36.8	107.4	29.8	32.0
Feb.	1,082		19.0		5,867				29.8	
Mar.	1,106		19.1		6,242				30.0	
Jan.-Mar.	3,215				17,449					
Apr.	1,161		19.2		5,605				30.5	
May	1,208		19.4		5,510				30.2	
June	975		20.3		5,171				30.8	
Apr.-June	3,344				16,286					
July	903		20.3		4,720				31.4	
Aug.	872		20.6		4,740				31.5	
Sept.	822		21.0		4,748				31.7	
July-Sept.	2,597				14,208					
Season	11,150		19.3		61,116				30.5	

Table 9.--CHILLED CITRUS SALADS AND SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date 4/

Period 1/	Purchases		Proportion of families buying		Purchases per buying family		Prices paid per 32-ounce jar	
	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964
	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	311	194	1.8	1.0	42.1	43.9	63.0	77.9
Nov.	394	256	2.0	1.3	47.0	47.4	61.6	68.9
Dec.	326	222	1.7	1.2	45.2	45.3	62.4	71.3
Oct.-Dec.	1,031	672						
Jan.	295	222	1.7	1.2	42.4	44.5	64.8	76.1
Feb.	298		1.6		45.4		70.2	
Mar.	286		1.6		42.5		72.5	
Jan.-Mar.	879							
Apr.	284		1.4		47.2		75.0	
May	258		1.4		43.2		76.8	
June	180		1.0		44.1		77.5	
Apr.-June	722							
July	144		0.9		37.2		80.7	
Aug.	134		0.7		44.9		82.6	
Sept.	119		0.6		45.5		82.5	
July-Sept.	397							
Season	3,029						70.2	

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.

2/ Includes citrus blends and concentrates other than orange. 3/ Includes citrus blends and canned juices other than orange, grapefruit, and prune. 4/ These estimates, like all others in this report, are based on sample data, and are subject to sampling errors. Because of the small number of families buying estimates for chilled salads particularly should be used with caution.

Equivalent cases 24 No. 2 cans ... 432 ounces per case.

Table 10.--TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average :	1962- :	1963- :	1962- :	1963- :	1962- :	1963- :	Average :	1962- :	1963- :
	1957-61 :	1963 :	1964 :	1963 :	1964 :	1963 :	1964 :	1957-61 :	1963 :	1964 :
	1,000	1,000	1,000							
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	6,732	6,565	6,847	40.7	41.5	127	128.2	---	33.2	35.6
Nov.	6,495	6,561	6,349	42.1	41.3	123	117.8	---	33.3	36.8
Dec.	6,152	6,347	6,437	41.2	41.8	122	117.7	---	33.4	37.0
Oct.-Dec.	19,379	19,473	19,633	---	---	---	---	---	---	---
Jan.	6,931	7,538	6,990	45.5	44.2	130	122.0	---	33.4	37.4
Feb.	6,940	7,937		47.1		133		---	34.0	
Mar.	7,015	8,512		47.9		140		---	34.5	
Jan.-Mar.	20,886	23,987		---		---		---	---	
Apr.	6,875	7,640		45.7		131		---	35.1	
May	6,817	7,442		44.9		130		---	34.8	
June	6,454	7,053		43.6		127		---	35.4	
Apr.-June	20,146	22,135		---		---		---	---	
July	6,013	6,433		41.7		120		---	35.9	
Aug.	5,892	6,418		40.3		124		---	36.1	
Sept.	5,995	6,422		39.7		126		---	36.3	
July-Sept.	17,900	19,273		---		---		---	---	
Season	78,311	84,868		---		---		---	34.6	

Table 11.--CANNED SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average :	1962- :	1963- :	1962- :	1963- :	1962- :	1963- :	Average :	1962- :	1963- :
	1959-61 :	1963 :	1964 :	1963 :	1964 :	1963 :	1964 :	1959-61 :	1963 :	1964 :
	1,000	1,000	1,000							
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,858	3,304	4,630	18.9	23.6	138	152.2	32.0	30.7	32.0
Nov.	2,577	2,905	3,990	17.5	21.9	131	143.2	32.8	31.7	32.2
Dec.	2,635	2,859	4,224	17.4	21.9	130	150.2	32.3	31.8	32.8
Oct.-Dec.	8,070	9,068	12,844	---	---	---	---	---	---	---
Jan.	3,235	4,176	5,094	22.2	25.0	148	156.0	31.8	30.4	32.1
Feb.	3,362	4,594		23.9		151		31.9	30.9	
Mar.	3,408	4,703		25.5		145		31.7	30.9	
Jan.-Mar.	10,005	13,473		---		---		---	---	
Apr.	3,558	5,075		26.4		151		31.7	30.9	
May	3,758	5,169		26.5		153		31.7	31.0	
June	4,027	5,035		26.4		149		31.3	31.3	
Apr.-June	11,343	15,279		---		---		---	---	
July	4,007	5,600		28.0		156		30.8	31.1	
Aug.	3,486	5,241		26.2		156		31.1	31.5	
Sept.	3,233	4,509		23.5		150		31.5	32.1	
July-Sept.	10,726	15,350		---		---		---	---	
Season	40,144	53,170		---		---		31.7	31.2	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases No. 24 cans ... 432 ounces per case.

Table 12.--FRESH ORANGES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per dozen		
	1959-1960	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1959-1960	1962-1963	1963-1964
	1,000 doz.	1,000 doz.	1,000 doz.	Percent	Percent	Oranges	Oranges	Cents	Cents	Cents
Oct.	22,954	12,888	12,673	15.3	15.4	18.4	17.8	52.6	62.4	62.3
Nov.	33,469	24,791	20,614	27.9	24.9	19.5	17.9	45.2	48.6	59.7
Dec.	48,925	42,444	40,586	41.5	40.8	22.4	21.4	43.4	49.4	55.8
Oct.-Dec.	105,348	80,123	73,873	---	---	---	---	---	---	---
Jan.	48,506	27,332	42,660	31.8	39.2	18.8	23.3	45.9	67.3	57.5
Feb.	48,592	25,296		29.5		18.7		49.6	72.9	
Mar.	42,941	20,699		25.6		17.7		51.8	74.6	
Jan.-Mar.	140,039	73,327		---		---		---	---	
Apr.	35,817	18,016		22.5		17.5		53.7	77.4	
May	29,927	16,790		20.8		17.6		51.3	75.3	
June	21,441	13,997		17.4		17.5		54.2	68.6	
Apr.-June	87,185	48,803		---		---		---	---	
July	14,214	12,232		14.3		18.5		54.6	61.0	
Aug.	11,182	10,091		11.7		18.7		56.5	61.8	
Sept.	12,916	11,491		13.5		18.5		54.1	58.3	
July-Sept.	38,312	33,814		---		---		---	---	
Season	370,884	236,067		---		---		49.7	63.5	

Table 13.--FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per dozen		
	1959-1960	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1959-1960	1962-1963	1963-1964
	1,000 doz.	1,000 doz.	1,000 doz.	Percent	Percent	Grapefruit	Grapefruit	Cents	Cents	Cents
Oct.	7,632	5,796	6,410	17.1	19.2	7.4	7.2	93.0	96.5	117.3
Nov.	10,234	10,570	10,203	24.7	23.4	9.4	9.4	86.1	87.4	110.4
Dec.	11,023	11,349	10,760	23.7	23.5	10.5	9.8	83.4	88.4	109.5
Oct.-Dec.	28,889	27,715	27,373	---	---	---	---	---	---	---
Jan.	13,533	9,217	12,880	21.2	27.1	9.5	10.2	83.9	106.2	110.7
Feb.	14,486	10,191		22.6		9.9		82.6	106.8	
Mar.	14,106	9,963		21.8		10.0		85.2	108.6	
Jan.-Mar.	42,125	29,371		---		---		---	---	
Apr.	11,086	8,933		19.4		10.0		94.1	115.6	
May	6,769	5,946		15.0		8.6		107.3	133.2	
June	3,422	2,663		8.7		6.7		116.3	163.5	
Apr.-June	21,277	17,542		---		---		---	---	
July	1,669	765		3.2		5.3		119.4	167.4	
Aug.	1,221	466		2.2		4.7		126.8	166.2	
Sept.	1,156	836		3.9		4.6		129.7	136.9	
July-Sept.	4,046	2,067		---		---		---	---	
Season	96,337	76,695		---		---		90.5	107.1	

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

Table 14.--Total consumer purchases of orange and grapefruit juices, other juices, and fruit drinks, equivalent single-strength basis, October 1961 to date 1/

Period 2/	Orange and grapefruit juices 3/		Other juices 4/		Canned single-strength fruit drinks		Total juices and canned single-strength fruit drinks		Frozen concentrated: fruit drinks: 1963-64		Total all products: 1963-64	
	1,000 cases	1961-62 : 1962-63 : 1963-64	1,000 cases	1961-62 : 1962-63 : 1963-64	1,000 cases	1961-62 : 1962-63 : 1963-64	1,000 cases	1961-62 : 1962-63 : 1963-64	1,000 cases	1963-64	1,000 cases	1963-64
Monthly												
October	8,934	10,320	5,547	6,020	5,851	6,876	3,101	3,304	4,630	18,055	19,475	17,053
November	8,276	10,110	5,504	5,696	5,949	6,338	2,736	2,905	3,990	16,708	18,964	15,832
December	8,877	10,903	5,486	5,825	5,684	6,270	2,702	2,859	4,224	17,404	19,446	15,980
Oct.-Dec.	26,087	31,333	16,537	17,541	17,484	19,484	8,539	9,068	12,844	52,167	57,885	48,865
January	10,105	8,363	5,706	6,302	7,250	7,124	3,523	4,176	5,094	19,930	19,789	17,924
February	10,146	8,132		6,246	7,865		3,505	4,594		19,897	20,591	
March	10,109	8,192		6,350	8,272		3,601	4,703		20,060	21,167	
Jan.-March	30,360	24,687		18,898	23,387		10,629	13,473		59,887	61,547	
April	9,766	6,547		6,073	7,730		3,708	5,075		19,547	19,352	
May	9,539	5,962		6,172	7,641		4,000	5,169		19,711	18,772	
June	9,214	5,526		5,684	6,985		4,023	5,035		18,921	17,546	
Apr.-June	28,519	18,035		17,929	22,356		11,731	15,279		58,179	55,670	
July	8,639	5,354		5,534	6,384		4,054	5,600		18,227	17,338	
August	8,963	5,120		5,187	6,424		3,506	5,241		17,556	16,785	
September	9,841	5,438		5,411	6,354		3,383	4,509		18,635	16,301	
July-Sept.	27,443	15,912		16,132	19,162		10,943	15,350		54,518	50,424	
Cumulative												
October	8,934	10,320	5,547	6,020	5,851	6,876	3,101	3,304	4,630	18,055	19,475	17,053
November	17,210	20,430	11,051	11,716	11,800	13,214	5,837	6,209	8,620	34,763	38,439	32,885
December	26,087	31,333	16,537	17,541	17,484	19,484	8,539	9,068	12,844	52,167	57,885	48,865
January	36,192	39,696	22,243	23,843	24,734	26,608	12,062	13,244	17,938	72,097	77,674	66,789
February	46,338	47,828		30,089	32,599		15,567	17,838		91,994	98,265	
March	56,447	56,020		36,439	40,871		19,168	22,541		112,054	119,432	
April	66,213	62,567		42,512	48,601		22,876	27,616		131,601	138,784	
May	75,752	68,529		48,684	56,242		26,876	32,785		151,312	157,556	
June	84,966	74,055		54,368	63,227		30,899	37,820		170,233	175,102	
July	93,605	79,409		59,902	69,611		34,953	43,420		188,460	192,440	
August	102,568	84,529		65,089	76,035		38,459	48,661		206,116	209,225	
September	112,409	89,967		70,500	82,389		41,842	53,170		224,751	225,526	

1/ Frozen concentrated juices and orange drink converted to single-strength equivalent at 4 to 1; other frozen concentrated fruit drinks, marketed at various concentrations, at 4.7 to 1. The latter is an approximation, as the product mix, which may vary by months, is not available. 2/ 4-weeks (28-days) per month; 48 weeks per season. 3/ Frozen concentrated, chilled and canned single-strength orange juices, and canned single-strength grapefruit juice; excludes citrus blends. 4/ All other frozen concentrated and canned single-strength juices, including citrus blends. Equivalent cases 24 No. 2 cans ... 432 ounces per case.

Table 15.--Average prices paid by consumers per 6-ounce serving of juices and fruit drinks, October 1962 to date ^{1/}

Month and year 2/	Frozen concentrated 3/				Chilled orange juice	Canned single-strength juices				Canned single- strength fruit drinks	Average 5/
	Juices		Fruit drinks								
	Orange	Other	4/	Average		Orange	Grapefruit	Prune	Other		
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1962-63											
October	4.0	4.6	4.0	---	7.0	4.6	3.5	7.9	4.3	4.0	(4.3)
November	4.0	4.6	4.0	---	6.8	4.7	3.5	8.0	4.3	4.1	(4.3)
December	3.9	4.5	4.0	---	6.8	4.4	3.4	8.0	4.4	4.2	(4.3)
January	5.3	4.6	5.2	---	7.5	4.8	3.9	8.0	4.4	4.0	(4.7)
February	5.6	4.8	5.5	---	7.8	5.5	4.4	8.0	4.4	4.0	(4.9)
March	5.8	4.8	5.6	---	8.0	5.7	4.6	8.1	4.5	4.0	(4.9)
April	6.4	4.8	6.0	4.4	8.3	5.9	4.7	7.9	4.6	4.0	4.8
May	6.9	4.8	6.4	4.1	8.4	6.1	4.8	7.7	4.5	4.0	4.7
June	7.0	5.1	6.5	4.1	8.7	6.1	4.8	8.0	4.6	4.1	4.6
July	7.0	5.1	6.6	3.6	8.9	6.2	4.8	7.9	4.7	4.1	4.5
August	7.1	5.2	6.6	3.8	8.9	6.3	4.9	7.8	4.7	4.1	4.6
September	7.0	5.2	6.6	4.0	8.9	6.4	5.0	7.8	4.7	4.2	4.9
Season	5.4	4.8	5.3	---	7.9	5.4	4.3	7.9	4.5	4.1	(4.6)
1963-64											
October	6.9	5.2	6.5	4.2	8.9	6.5	4.9	7.6	4.6	4.2	5.0
November	6.8	5.3	6.5	4.4	9.1	6.7	5.0	7.9	4.8	4.2	5.2
December	7.0	5.4	6.6	4.5	9.0	7.0	5.0	7.8	4.8	4.3	5.2
January	6.8	5.3	6.5	4.4	9.0	7.3	5.1	7.6	4.9	4.2	5.2
February											
March											
April											
May											
June											
July											
August											
September											
Season											

^{1/} Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice and prune juice, 32-ounce; all others, 46-ounce. ^{2/} 4-weeks (28-days) per month; 48-weeks per season. ^{3/} Frozen concentrated juices and orange drink converted to ready-to-drink basis at 4 to 1; other frozen concentrated fruit drinks at 4.7 to 1. See table 14. ^{4/} Includes citrus blends. ^{5/} Data for frozen concentrated fruit drinks not available October-March, 1962-63; hence, prices in parentheses are not comparable with subsequent periods.

Table 16.--Average expenditures per buying family for citrus fruit, juices, drinks, and other products, October 1962 to date 1/

Month and year 2/	Frozen		Chilled		Canned		Canned		Chilled		Fresh	
	concentrated		orange		single-strength		single-strength		citrus		oranges	
	Dols.	Orange juice : drink	Dols.	Orange juice	Dols.	Orange	Dols.	Prune : All 3/	Dols.	fruit drinks	Dols.	Fresh grapefruit
1962-63												
October	1.32	---	1.30	.73	.60	.99	.92	.92	.83	.69	.96	.60
November	1.32	---	1.21	.70	.60	.99	.89	.90	.90	.65	.79	.68
December	1.35	---	1.26	.68	.64	1.07	.88	.90	.88	.69	.92	.77
January	1.49	---	1.31	.74	.63	1.02	.95	.98	.86	.70	1.05	.84
February	1.53	---	1.37	.73	.68	.98	.98	1.02	1.00	.75	1.14	.88
March	1.55	---	1.45	.89	.75	.98	1.05	.98	.96	.69	1.10	.90
April	1.61	.88	1.47	.83	.78	.96	1.00	1.01	1.11	.69	1.13	.96
May	1.66	.69	1.41	.91	.78	.95	.98	1.03	1.04	.73	1.10	.95
June	1.72	.69	1.41	.88	.76	.96	.98	1.02	1.07	.78	1.00	.91
July	1.71	.70	1.40	.80	.80	.97	.94	1.05	.94	.79	.94	.74
August	1.70	.71	1.46	.83	.85	.97	.97	1.07	1.16	.81	.96	.65
September	1.72	.79	1.47	.86	.78	.96	.99	1.04	1.17	.86	.90	.52
1963-64												
October	1.68	.86	1.44	.86	.80	.99	.99	1.06	1.07	.83	.92	.70
November	1.69	.80	1.55	.94	.81	1.00	.94	1.00	1.02	.75	.89	.86
December	1.69	.83	1.49	.92	.79	.97	.95	1.07	1.01	.69	1.00	.89
January	1.64	.79	1.37	.97	.84	1.00	.99	1.09	1.06	.77	1.12	.94
February												
March												
April												
May												
June												
July												
August												
September												

1/ Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; canned single-strength fruit drinks and juices other than prune, 46-ounce; canned grapefruit sections, 16-ounce; and per dozen fresh oranges and grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. 3/ Includes citrus blends and other canned single-strength juices not separately detailed.

Table 17.--Consumer expenditures for citrus fruit, juices, drinks, and other products, October 1962 to date ^{1/}

Month and year 2/	Frozen concentrated juices		Frozen concentrated fruit drinks		Chilled orange juice	Canned single-strength juices				Canned single- strength fruit drinks	Canned grape- fruit sections	Chilled citrus salads and sections	Fresh oranges: fruit	Fresh grape- fruit	Total 4/
	Other 3/		Orange			Grape- fruit		Prune							
	dols.	1,000	dols.	1,000		dols.	1,000	dols.	1,000						
1962-63	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Oct.	22,790	2,621	---	---	4,228	2,497	1,911	3,751	12,290:	9,528	1,719	784	8,042	5,593	(75,754)
Nov.	22,621	2,496	---	---	4,093	2,276	1,767	3,741	12,724:	8,644	1,158	971	12,048	9,238	(81,777)
Dec.	24,165	2,581	---	---	4,359	2,232	1,897	3,675	12,097:	8,533	1,224	813	20,967	10,033	(92,576)
Jan.	23,020	3,987	---	---	4,591	2,670	2,018	3,995	14,954:	11,915	1,457	765	18,394	9,788	(97,554)
Feb.	24,024	4,386	---	---	4,905	2,669	2,120	4,098	16,439:	13,328	1,573	834	18,441	10,884	(103,701)
March	24,029	4,507	---	---	5,083	3,362	2,413	4,193	17,613:	13,661	1,505	830	15,441	10,820	(103,457)
April	20,596	4,755	1,597	2,760	4,507	2,606	2,240	4,277	16,072:	14,724	1,272	852	13,944	10,327	100,529
May	19,905	4,999	1,841	5,025	4,298	2,662	2,129	3,893	15,635:	15,042	1,592	793	12,643	7,920	98,377
June	18,201	4,222	2,119	7,605	4,192	2,479	2,271	3,772	14,956:	14,796	1,639	557	9,602	4,354	90,765
July	18,277	3,911	2,190	9,420	4,005	2,092	2,272	3,392	13,918:	16,377	1,512	465	7,462	1,281	86,574
Aug.	17,633	3,832	2,370	7,441	3,970	1,918	2,146	3,656	14,013:	15,484	1,375	443	6,236	774	81,291
Sept.	19,246	3,683	2,204	4,249	3,707	2,177	2,054	3,532	14,137:	13,595	1,566	393	6,699	1,144	78,386
Season	254,507	45,980	(12,321)	(36,500)	51,938	29,640	25,238	45,975	174,848:	155,627	17,592	8,500	149,919	82,156	(1,090,741)
1963-64															
Oct.	19,134	4,116	2,103	2,602	4,056	2,145	2,207	4,026	14,487:	13,914	1,482	605	7,895	7,519	86,291
Nov.	19,073	3,858	1,680	1,874	4,024	2,201	2,041	4,014	13,664:	12,066	1,193	706	12,307	11,264	89,965
Dec.	19,215	3,310	1,398	1,593	4,035	2,269	2,072	3,965	14,051:	13,011	919	633	22,647	11,782	100,900
Jan.	19,790	4,458	2,155	1,913	4,209	2,382	2,101	4,703	15,345:	15,356	1,323	676	24,530	14,258	113,199
Feb.															
March															
April															
May															
June															
July															
Aug.															
Sept.															
Season															

^{1/} Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; all other juices and drinks, 46-ounce; canned grapefruit sections, 16-ounce, and per dozen oranges and grapefruit. ^{2/} 4 weeks (28-days) per month; 48-weeks per season. ^{3/} Includes citrus blends. ^{4/} Data for frozen concentrated fruit drinks not available October-March 1962-63; hence, expenditures in parentheses not comparable with subsequent periods.

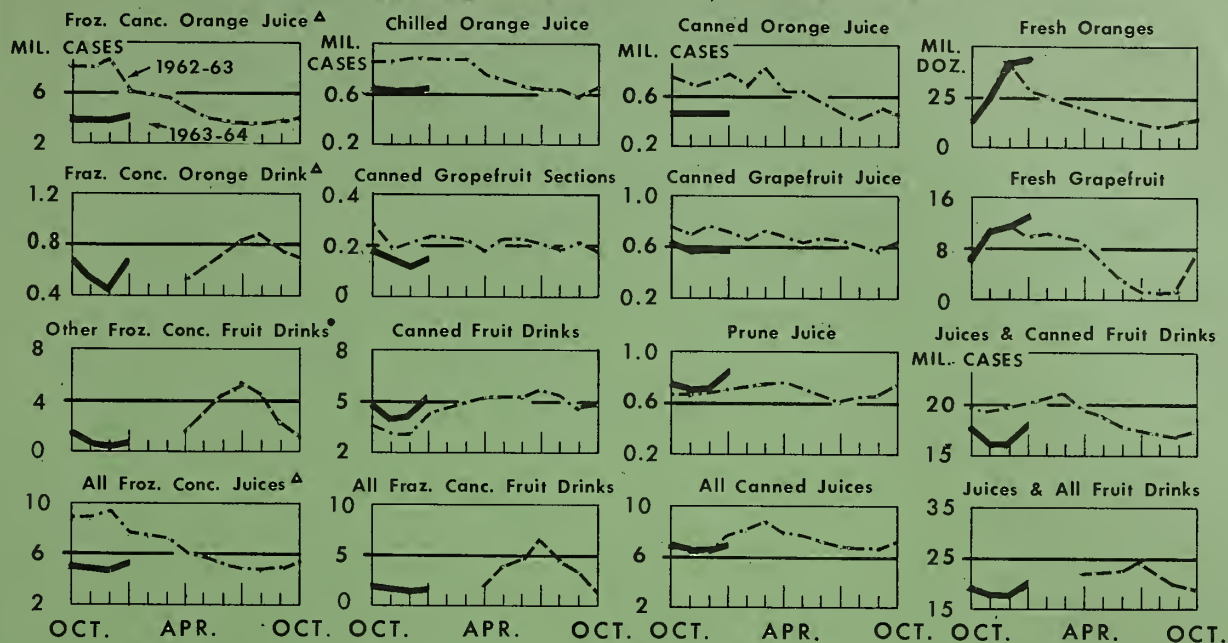
Table 18.--SUMMARY: Volume and distribution of consumer purchases, percentage of families buying, and average prices paid for citrus fruit, juices, drinks, and other products, January 1963 and 1964

Product	Total consumer purchases			Proportion of families buying		Purchases per buying family					Average prices paid	
	Volume		:Share of market 2/:	:Jan. 1963:	:Jan. 1964:	Number	Average size		Quantity per month	Ozs.	Ozs.	Average prices paid
	:Jan. 1963:	:Jan. 1964:					:Jan. 1963:	:Jan. 1964:				
FROZEN CONCENTRATED JUICES:	1,000	1,000										
Orange	5,066	3,398	Pct. -33	Pct. 28.2	Pct. 21.4	No. 2.0	Ozs. 19.0	Ozs. 41.9	Ozs. 36.0	Ozs. 6	Cents 21.3	Jan. 1963 : 21.3
Other	1,027	981	- 4	5.9	7.8	---	16.8	---	28.9	6	18.2	Jan. 1964 : 18.2
Total	6,093	4,379	-28	26.6	---	---	---	---	---	*	5.2	Jan. 1963 : 5.2
FROZEN CONC. FRUIT DRINKS:												
Orange	---	574	---	---	4.9	---	---	---	---	6	---	Jan. 1963 : 17.6
Other	---	627	---	---	4.7	---	---	---	---	6	---	Jan. 1963 : 14.3
Total	---	1,201	---	---	---	---	---	---	---	*	---	Jan. 1963 : 3.6
CHILLED ORANGE JUICE	2,884	2,197	-24	3.3	6.4	2.4	43.2	105.4	91.9	32	39.8	Jan. 1963 : 47.9
CANNED SINGLE-STRENGTH JUICES:	1,000	1,000										
Orange	779	453	-42	2.3	4.4	1.6	58.7	93.2	79.5	46	36.5	Jan. 1963 : 56.0
Grapefruit	726	575	-21	3.0	4.5	1.4	69.0	98.3	99.1	46	29.6	Jan. 1963 : 38.9
Prune	693	856	+24	4.4	8.4	1.8	42.5	76.8	78.3	32	42.7	Jan. 1963 : 40.7
Other	5,340	5,106	- 4	26.2	36.8	---	---	---	---	46	29.8	Jan. 1963 : 32.0
Total	7,538	6,990	- 7	35.9	44.2	2.3	55.8	130.2	122.0	*	4.4	Jan. 1963 : 4.9
CANNED S/S FRUIT DRINKS	4,176	5,094	+22	26.2	25.0	1.9	76.8	148.0	156.0	46	30.4	Jan. 1963 : 32.1
TOTALS (Ready-to-Drink): 4/	19,789	17,924	- 9	92.0	---	---	---	---	---	*	4.7	Jan. 1963 : 5.3
Juices & s/s fruit drinks	---	19,477	---	100.0	---	---	---	---	---	*	---	Jan. 1963 : 5.2
Juices & all fruit drinks	---	---	---	---	---	---	---	---	---	---	---	Jan. 1963 : 26.9
CANNED GRAPEFRUIT SECTIONS	228	164	-28	---	3.1	1.4	37.7	52.4	45.8	16	21.3	Jan. 1963 : 76.1
CHILLED CITRUS SALADS	1,000	1,000										
Oranges	27,332	42,660	+56	---	---	---	---	---	---	32	64.8	Jan. 1963 : 76.1
Grapefruit	9,217	12,880	+40	---	---	---	---	---	---	1	106.2	Jan. 1963 : 110.7
FRESH CITRUS FRUIT:	1,000	1,000										
Oranges	27,332	42,660	+56	---	---	---	---	---	---	32	64.8	Jan. 1963 : 76.1
Grapefruit	9,217	12,880	+40	---	---	---	---	---	---	1	106.2	Jan. 1963 : 110.7

1/ Data are for 4-week (28-day) periods. 2/ Includes frozen concentrated fruit drinks beginning October 1963, hence not comparable with previous data. 3/ Equivalent cases 24 No. 2 cans...432 ounces per case, except 480 ounces for grapefruit sections. 4/ Frozen concentrated juices and orange drink converted to single-strength at 4 to 1; other frozen drinks at 4.7 to 1. The latter represents an approximation as quantities marketed by concentration are not known. *Per 6-ounce serving.

CONSUMER PURCHASES OF CITRUS AND OTHER PRODUCTS

Equivalent Single-Strength Cases of 24 No. 2's, and Dozens of Fresh Fruit



BASIS OF 4 WEEKS (28 DAYS) PER MONTH.

Δ. CONVERTED TO SINGLE-STRENGTH AT 4-1.

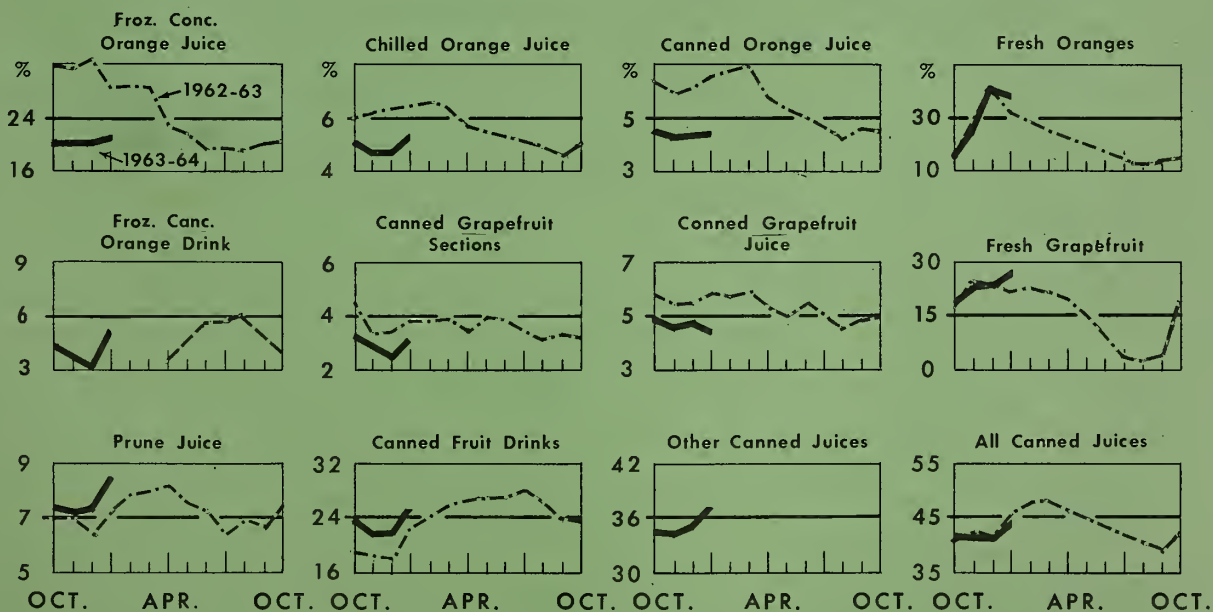
- CONVERTED TO SINGLE - STRENGTH AT 4.7 - 1.

Figure 7

U. S. DEPARTMENT OF AGRICULTURE

NEG. ERS 2569 ECONOMIC RESEARCH SERVICE

PERCENTAGE OF FAMILIES BUYING CITRUS AND OTHER PRODUCTS*



BASIS OF 4 WEEKS (28 DAYS) PER MONTH.

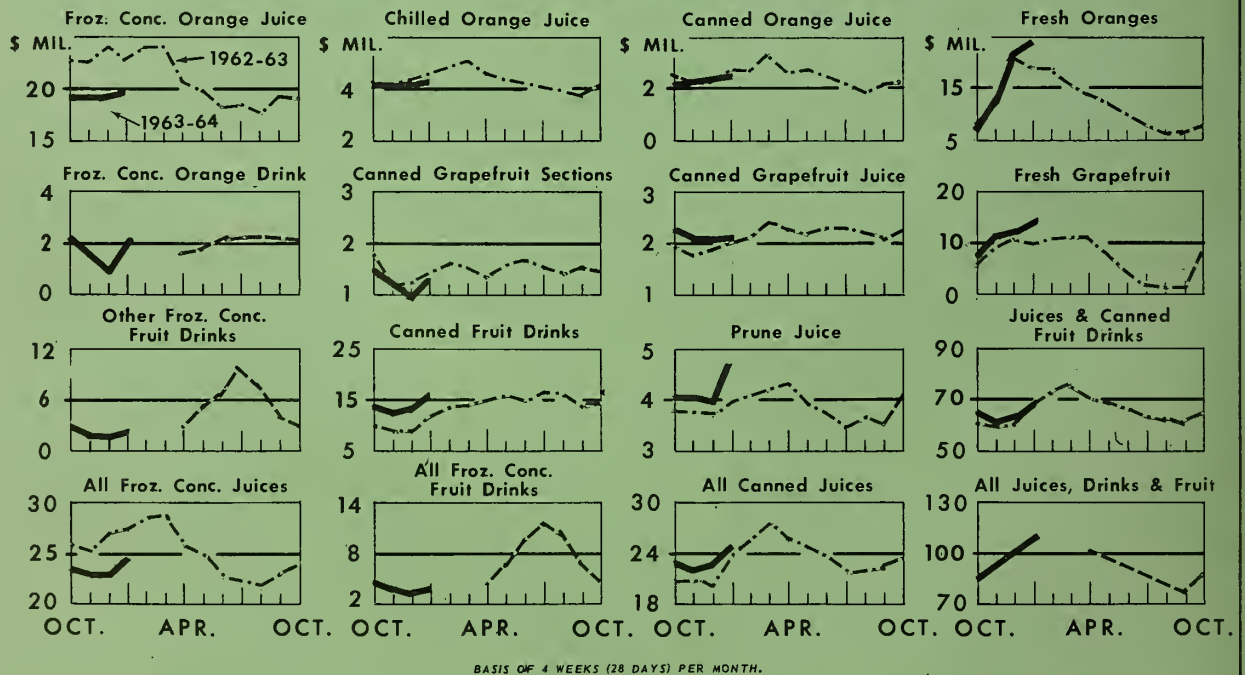
Figure 8

U. S. DEPARTMENT OF AGRICULTURE

NEG. ERS 2570 ECONOMIC RESEARCH SERVICE

Washington D. C. 20250

Official Business

CONSUMER EXPENDITURES FOR CITRUS AND OTHER PRODUCTS*Based on Prices Paid for Usual Size of Can and Per Dozen Fresh Fruit***Figure 9**